

**KENOSHA LAKESHORE BUSINESS IMPROVEMENT DISTRICT
BID MEETING
TUESDAY, January 17th @ 8:30AM**

PRESENT: Rajiv Singh, Jeanette Kelly, Brett Bjorn, Kevin Ervin, Maria Caravati, Alex Kudrna

ABSENT: Rob Greskoviak, Jim Matzur, Brit Windel, Mark Wistar

GUEST: Donny Stancato - Happenings
Dave Strash – Kenosha Area Chamber of Commerce
Laura Gregorski – Visit Kenosha
Debra and Bryan Ruxin – potential store owners

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:34 am by Chairperson Alex Kudrna. A quorum was not present.

I. Citizen's Comments

- a. Dave Strash– Chamber of Commerce
 - Kenosha Chamber of Commerce Expo Event this week
 - Business after 5pm – 2/28 @ Carthage College
- b. Debra and Bryan Ruxin – talked about opening Pet Boutique Store in downtown, choosing location, learning about market, etc.

II. Chairman Comments – Alex Kudrna

- a. Marketing
 - Donny Stancato – Happenings
 - 1. Magazine Ad space being sold and offering large discount for advance purchase (deadline is 1/30/23 to order ads)
 - Laura Gregorski – Visit Kenosha
 - 1. Snow Daze sold out
 - 2. Banner design almost finalized for submittal
 - 3. New Website
 - a. Almost ready to launch – updating business listings
 - b. Social Media marketing launch coordinated at same time as website and newsletter
 - 4. Progress with Mainstreet Program transfer is being made

- b. Banner Project
 - Banner update will cost \$250 and changes will be made by February so we can get printed and hung in March
- c. Seasonal Decorations Project – Kevin Irvin
 - 11 locations offered as potential sites for decorations
 - Public spots Bid pays 100% and for any private spots there would be charge to business owner or cost-sharing arrangement
 - Conversation on need for key signage or sculpture for social media purposes
- d. Professional Development Seminars – Rajiv Singh
 - Will work on strategic alliances to help pay for educational seminars
 - WIBEK and Kenosha Chamber of Commerce

III. Treasurer’s Comments – Rajiv Singh

- a. Final payment owed to Visit Kenosha for 2022 assistance and reimbursements.

IV. Directors Comments / Open Items & Discussion

- a. Director Caravati
 - Friendship Park event February 11th
 - Need some criteria to have BID help promote and pay for events
 - Want to drive business to BID District
- b. Director Kudrna
 - Promotional Bags / Giveaway baskets for Spring Promotion

VI. Next Meeting/Agenda

- a. Minutes recorded by Rajiv Singh
- b. The next meeting will be Tuesday, February 21st at 8:30 at the Wyndham Garden Kenosha Harborside. The meetings will be the third Tuesday.
- c. **Adjournment** – Director Ervin moved/seconded by Director Bjorn to adjourn at 9:35am. Motion carried.